Maya Nordmann

DIGITAL MARKETING SPECIALIST & WEB DESIGNER

STRATEGY
CREATIVE SOLUTIONS
REAL GROWTH

CONTACT

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mayanordmann.com

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Greater Victoria, BC

SKILLS

Digital Marketing Strategy
SEO and Google Business Profile
Google Ads and Meta Ads
WordPress and Elementor
Content and Social Media
Analytics and Reporting (GA4)
Email Marketing
Brand Development
Project Management
Client Communication

TOOLS

Google Analytics 4
Google Ads
Search Console
SEMrush
Screaming Frog
WordPress (Elementor, Avada, Divi)
Adobe Creative Cloud
Canva
Mailchimp
LinkedIn (Native and Scheduling)
Showpass

EDUCATION

Canadian College of Technology and Business (CCTB)
Postsecondary Diploma in Digital Marketing
Mar 2022 to Oct 2023
Grade: 90.09%

LANGUAGES

German (Native)
English (Fluent)
Spanish (Basic, A2)

PROFILE

Digital marketer with 3+ years of hands on experience in SEO, Google Ads, Meta Ads and WordPress, working with small businesses in construction, dental, ecommerce and professional services. I focus on search visibility, lead generation and clear reporting. Fluent in German and English.

PROFESSIONAL EXPERIENCE

Freelance Digital Marketer & Web Designer

2024 TO PRESENT

FREELANCE | GREATER VICTORIA, BC AND REMOTE

- Run SEO, Google Ads and WordPress projects for construction, dental and ecommerce clients.
- Take clients from first audit to launch to monthly GA4 reporting, including websites and social media.
- Fenntessa Swimwear: ran Meta ads, refined keywords and backend links to lift sales, and taught the owner SEMrush.
- Built WordPress sites for SleepScoop, Mooncoin Construction, Basche Canada and Polly Cooper Counselling.
- Set up Google Business Profiles for clients and manage TerraCana's ongoing profile.

TerraCana Foundation Solutions

MAY 2023 TO OCT 2023 (STUDENT)
NOV 2025 TO PRESENT (FREELANCE)

DIGITAL MARKETING CONSULTANT | COQUITLAM, BC

- Doubled LinkedIn followers from 618 to 1,271 in 9 months, all organic.
- Published 74 posts that earned 85,962 organic impressions, led by project posts.
- Wrote 14 case studies and 11 project sheets, and rebuilt the website with 21 pages.
- Manage about $11,000 in Google Ads spend, driving 2,090 clicks and 70 conversions, including a Brand Defense campaign at about $21 per conversion.
- Shoot and edit job site photo and video, and support brand visibility with decals and banners.

Nuventus Dental

MAR 2026 TO PRESENT

SOCIAL MEDIA MANAGER | FREELANCE | REMOTE

- Added 377 LinkedIn followers in 7 months and earned 85,142 organic impressions from 87 posts.
- Reached 79,900 Instagram accounts in 28 days, 99% of them non followers.
- Built a LinkedIn newsletter to 320 subscribers and grew the email list 31%.

German Canadian Business Association (GCBA)

JAN 2024 TO JAN 2025

DIGITAL MARKETING STRATEGIST & SECRETARY | VANCOUVER, BC

- Grew the LinkedIn following 35% in 12 months and earned 40,000+ organic impressions.
- Reached a 20.3% engagement rate, about 40% above similar associations, with no ad spend.
- Ran the monthly newsletter, blog content and SEO, and designed event flyers and promotions.

Adept24 Business Solutions Inc.

AUG 2024 TO JAN 2025

SEO SPECIALIST (CONTRACT) | REMOTE

- Audited 3 ecommerce sites with SEMrush and cut total site issues by 97.97%.
- Lifted organic traffic 13.21% and improved average keyword position by 25.36%.

CERTIFICATIONS AND TRAINING

Google Ads Search, Measurement, AI Powered Performance Ads and Display | Google | 2026
Digital Marketing Bootcamp | Jelly Academy | 2025
Hootsuite Certified | Hootsuite | 2025
SEO II | HubSpot Academy | 2025
WHMIS 2015 | BC Construction Safety Alliance | 2026

ADDITIONAL EXPERIENCE

International experience in sales, customer service, hospitality and retail since 2012, including roles at Coolblue, Community Bulk Buy and Mizmooz Boutique.